

VACUUM CLEANERS



Every Housekeeper's Dream

Special For This Week Only
(Mail orders filled anywhere)
Our Great Offer

We will deliver right into your hands your choice of the six best makes of vacuum cleaners and let you try the cleaner thoroughly before you pay a cent.

Only \$2.50 Down
EASY MONTHLY PAYMENTS

If you decide to buy after the trial you can pay down as your first payment only \$2.50 and balance in small easy payments.

Our liberal easy payment plan gives you the privilege of owning and using and paying for it at your convenience—and no extra charge for easy payments.

This Great Offer Good Only This Week

Phone Bryant 6310-6311 for Free Trial

Write or phone at once and we will give you the details of this great offer

WE SELL EVERY KIND OF VACUUM CLEANER

on easy payments, anywhere. All brand new, epic and span, latest models.

- | | | | |
|---------------|----------------|------------|------------------|
| Apex | Eclipse | Liberty | Royal |
| Bee Model "D" | Eureka | Little Ben | Sweeper-Vac |
| Big Ben | Frantz-Premier | Ohio-4 | Thor |
| Cadillac | Hoover | Pittsburg | Torrington |
| Dunley, S. | Hot-Point | Regina | Western Electric |

ALSO THE "IMPERIAL" AND THE "VICTOR"

Our "rating sheet" tells you which, in our estimation, are the six best cleaners referred to above. Also which we consider first choice, second choice, etc. It also contains other very valuable information. A copy will be sent anywhere on receipt of coupon. At the same time we tell you about our easy payment terms on all other cleaners besides the six best. Any further advice is also free.

SPECIAL NOTICE

Included in this "drive" is the very popular and justly famous "Imperial" Vacuum Cleaner. More Imperial Cleaners are being sold in New York than any other kind of cleaner.

Another cleaner is our own pet child—the "Victor." It is made especially for us. We recommend it to those who have not already made up their mind to buy some other kind.

You are hereby invited to visit our PERMANENT VACUUM CLEANER EXPOSITION any time and see every kind of Vacuum Cleaner on the market. Try them, handle them—compare them to your heart's content.

VACUUM CLEANER SPECIALTY CO., Inc.

MAIN AND OFFICE SALESROOMS: 131 WEST 42ND ST. SUBWAY TO TIMES SQUARE	COUPON Vacuum Cleaner Specialty Co., Inc. 131 W. 42nd St., N. Y. C., Dist. 17 Send me complete price list and easy payment plan, also "rating sheet," which you say contains information of great value. Name.....	DOWN TOWN BRANCH BOOTH 20 CONCOURSE HUDSON TERMINAL BLDG., 30 CHURCH ST.
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FEBRUARY SALE FURNITURE

Extraordinary Reductions—Wonderful Values
Bedroom, Dining Room & Living Room Suites
Our six immense floors, extending from block to block, are devoted entirely to the display of this furniture.



This 9 Piece "Adam" Ivory Bed Room Suite Now \$325.
In justice to yourself these bargains should be seen and prices compared before buying elsewhere.

Low operating expense and wholesale connections make prices here lower than elsewhere.

Odd Dressers, Chiffoniers, Beds, etc.
SHEPPARD KNAPP SON CO.
RETAIL WHOLESALE
39-41 WEST 23D ST.

THE LASTING WAVE.

ADDS CHARM TO THE FACE

If your hair is not naturally wavy we make it so.

GRAY FADED HAIR restored to its natural color with her hair.

Beautifully Chestnut Brown, Light and Dark, etc.

Application \$3 up.

FRANCIS
8 W. 37th St., New York

HAIR SERUM GROWS Beautiful HAIR

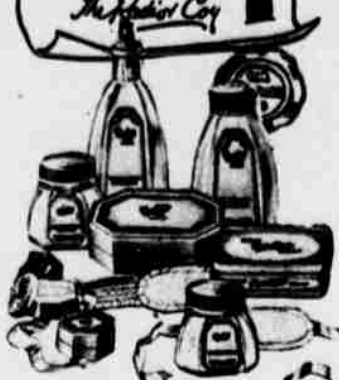


Relieves tightness and brings proper circulation to the scalp. Radiates health and cheerfulness. Stops hair falling out. Hair grows thick and luxuriant with a wonderful lustre and texture. Our Hair Serum is a new discovery, which gives positive results. Treatment given by physician once a week.
National Bio-Chemical Laboratory, Knox Bldg., 132 5th Ave. Entrance 40th St.



Radium and Beauty

Radium Preparations are **GUARANTEED** (under \$5000.00, monthly) to be prepared from the purest pharmaceutical ingredients to contain a scientific quantity of Actual Natural Radium, and to retain their radio-activity for at least 50 years.



RADIUM energizes, vitalizes and rejuvenates all living tissue. It is the greatest force for betterment of skin, complexion and facial muscles.

Actual Radium is embodied in all "Radium" Toilet Requisites invented by an expert who found a way to utilize Radium in commercial preparations despite its prohibitive cost. They are the finest and most luxurious of beauty aids. Each contains Radium, under \$5,000 guarantee.

Try "Radium" Face Creams and Powders, Talc, Rouge, Hair Tonic, Skin Soap, Chin Pad or Forehead Pad. Use them once. You will prefer them always.

FREE Write for "Radium and Beauty"—a unique booklet filled with the details of this new beauty knowledge. For complimentary copy, address Geo. Borgfeldt & Company, Irving Place, New York.

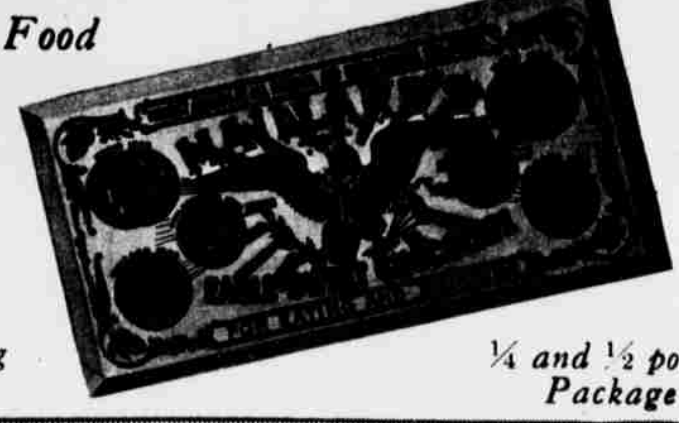
Radium

Toilet Requisites are sold by Department Stores, Luggers and other leading drug stores.

Manufactured by Radium Co., Ltd. of London, New York, London
Sole Distributors Geo. Borgfeldt & Co., Irving Place, New York

Maillard NEW YORK

Rich in Food Value



Delicious Nourishing Satisfying

1/4 and 1/2 pound Package

CHOCOLATE PRODUCTS

The HARDMAN FIVE-FOOT GRAND

Price \$800

Caruso says: "THE HARDMAN IS MY FAVORITE PIANO"

The greatest of tenors endorses the HARDMAN because of its lovely singing tone.

His choice should be yours. A delight to the eye as well as the ear it will be "A JOY FOREVER" in your home.

It's a decidedly word while investment, and the terms of payment are reasonable.

HARDMAN, PECK & CO., Founded 1892
475 FIFTH AVE. NEW YORK CITY. BROOKLYN 47-51 BLATBUSH AVE.
Represented in all Cities

MATERNITY APPAREL designed by Lane Bryant

Smart, up-to-the-minute styles that differ in no way from clothes for normal wear. Conceal the condition. Patented adjustments allow expansion. Look right, feel right and fit right throughout maternity period.

- Newest Styles**
- Coats 19.75 to 120.00
 - Suits 22.75 to 67.75
 - Dresses 17.85 to 135.00
 - Skirts 6.95 to 29.75
 - Corsets 3.95 to 12.50
- FREE** If impossible to visit our store write Dept. 58 for latest Catalog.

Lane Bryant
21-23 W. 34th St., New York

DEAF?

Hear clearly and distinctly with a Little Gem Ear Phone

Simplest and smallest hearing device

The absolute superiority of the Little Gem was recognized at the Panama-Pacific Exposition, where it received the Gold Medal, highest award for ear phones, in competition with the world.

Try our Auto Ear Massage; used to stop head noises and improve hearing. Call at our office for a free, private demonstration. Expert advice without charge. Ask or write for booklet.

GEMEARPHONE CO., Inc.
802-B11 Marbridge Bldg., 47 W. 34th St., at W. 34th St., N. Y. C. Phone Greeley 3744.
Canadian Office, Royal Bank Bldg., Toronto

HAMILTON'S

25 Different Styles in Suits at \$25

Included are the best effect models so much in vogue.

SPECIAL SALE OF GEORGETTE DRESSES
\$18 to \$35.00

HAMILTON GARMENT CO.
107 FIFTH AVENUE, 15TH.
Our First Spring Catalog will be mailed upon request.

Reduce Your Flesh

by wearing Dr. Walter's Reducing Rubber Garments For Men & Women

Cover entire body or any part. Send for Illustrated Booklet.

Dr. Joanne A. C. Walter
345 Fifth Ave., N. Y. City
Lillings Bldg., 4th fl.
Huck & Chin Reducer, \$2.50 (Ent 34th St., 3d door E.)

HAIR ON FACE
BODY OR UNDER ARMS gently removed with root. No electricity, pain or poisonous drugs. Absolutely harmless. Write for particulars, or call for free demonstration.
MISS H. BIRCHIE, Specialist
12 WEST 40TH STREET, NEW YORK

February Reductions on all Refrigerators

For Instance Our No. 3 "Icyco"

35 1/2 x 30 1/2 x 49 inches outside. Solidly built. Lined with five coats of pure white enamel sprayed on and baked. One-piece lining—no joints, no seams—with our standard insulation. Removable front drain pipe.

Former List Price \$76.00
Special Sale Price \$39.50

All of our Standard Models, at discounts ranging up to 50% from regular list prices.

Bohn Refrigerators

Included in this Sale are wood-casing Refrigerators ranging in price from \$15.50 up. The Sale also includes all-wood and all-metal aluminum Refrigerators. You have a wide range of choice as to styles, models, sizes, etc. This Sale covers all models manufactured by Bohn Refrigerator Co.

While this is a "February Sale," its continuance throughout the entire month cannot be guaranteed, and these special discounts are subject to withdrawal without notice. Remember, we are the manufacturers and in this Sale we give you all the "middle" profits. A deposit of \$10 will hold any Refrigerator for spring delivery.

Bohn Refrigerator Shop (Mfrs.)
53 West 42d St., New York. Phone Vanderbilt 1927
NEWARK STORE—515 Broad St.—Phone Market 132
BOTH STORES OPEN UNTIL 7 P. M. EVERY DAY.

Stewart & Co. Correct Apparel for Men & Women 6th AVENUE AT 37th STREET

A Brilliant Display of **Spring Frocks**
Very Moderately Priced



They Protect and Support While Allowing the Tiny Foot to Develop and Grow

Blum Plan Button or lace

Blum-Plan Nature Shoes are made from only the first quality materials on a last that conforms with utmost fidelity to nature's plan. They invariably appeal to parents through their style, proper fit and dependable service.

- Gun Metal Calf**
Size 6 to 8 2.75
Size 8 1/2 to 11 3.00
- Blum-Plan Super-Quality Gun Metal**
Size 6 to 8 3.50
Size 8 1/2 to 11 3.75
Size 11 1/2 to 13 4.00
- Tan Calf Button**
Size 6 to 8 3.25
Size 8 1/2 to 11 3.50

J. Blum & Sons

West Side Stores: 122-124 W. 123rd St. (West of 11th Ave.)
East Side Stores: 34 Ave. & 123rd St. (East of 11th Ave.)
Brooklyn Stores: 412-414 Fulton St., opp. Bridge St., near Hoyt St.
Newark Store: 685 Broad Street, opp. Military Park
Factory: 511-519 East 72d St., N. Y.

HOTEL BELLECLAIRE NEW YORK

Broadway at 77th St.
Surface Cars at Door
Subway at 79th St.
Only a few minutes from the Shopping District.

Yesterday we celebrated the birthday of a great man. His name lives in our memories because he made a great reputation for good deeds.

The Belleclaire is trying hard to build a good name for itself, so that the name will always pass along as standing for the highest ideals in hotel-keeping.

Remember in choosing a hotel for your needs to select one that guards its good name first of all.

ROBERT D. BLACKMAN, Proprietor

Don't fail to see the remaining FURNITURE BARGAINS

during the last five days of the February Sale. Orders accepted for later deliveries.

LENNON & COMPANY
153-157 West 23d Street.